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LAS VEGAS SOE® OCTOBER 18-21

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*Performance improvement measured versus GeForce 9800 GT.

Check out the new GeForce GTX 660 Ti at www.geforce.com

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Panel Updates

Thursday, October 18th

10:00 PM – 12:00 AM **(New Activity)**	Late Night Karaoke	This favorite activity returns this year! Grab a microphone and a guildmate (or SOE staffer!) and belt out your favorite tunes. Start warming up your pipes now!	Grand Ballroom

Friday, October 19th

11:00 AM – 12:00 PM **(New Panel)**	Wikia – A Collaborative Revolution for SOE	Collaboration, sharing, and communication: our exciting new project - the OFFICIAL SOE WIKIA! We are very excited to work with our players and fansites on Wikia - a fun place to share information, links, guides and more. Find out how you can become part of the project! (Linda "Brasse" Carlson, Director, Global Community Relations, SOE; George Jones, Director of Programming, Games/Action, Wikia; Jen Burton, VP of Community Relations, Wikia; Gaylin "Kodia" Walli, Admin, EQ2i; Chris "Uberfuzzy" Stafford, Admin, EQ2i; Joanne Laroche, SOE Wikia Editor; Rich Weil, VP of Client Relations, MMS; Tiffany "Amnerys" Spence, SOE Community Manager)	Palace 3/4/5
4:00 PM – 5:00 PM **(Panel Cancelled)**	EQII: Lore and Q&A	***Panel Cancelled***	---
4:00 PM – 5:00 PM **(New Time & Room)**	Getting Cozy with EQII Devs	See Program for Panel Description	Bronze 1/2/3/4
5:00 PM – 6:00 PM **(New Room)**	Player Panel: Power to the People	See Program for Panel Description	Palace 3/4/5

Saturday, October 20th

10:00 AM – 11:00 PM **(Updated Title and Panel Description)**	DCUO: Let's Talk About Raids	A look into the history and the future of team-based gameplay content in DCUO. (Jesse Benjamin, Design Director; Jens Andersen, Creative Director; Larry Liberty, Executive Producer; Ted Stone, Community Manager)	Palace 2
3:00 PM – 4:00 PM **(Panel Cancelled)**	PS2: Forgelight	***Panel Cancelled***	---

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SOE LIVE

EVENT AGENDA

TIME	EVENT	DESCRIPTION	LOCATION
Thursday, October 18			
3:00 PM - 7:00 PM	**Registration and Badge Pick-Up**	Bring your photo ID and pick up your badge! Walk-ins can register, too!	Grand Ballroom
7:00 PM	**SOE Live 2012 KickOff Reception and Keynote Address!**	Hang out with fellow players and hear special announcements from the John Smedley and the SOE team! All Access or Evening Pass required.	Bally's Event Center
10:00 PM - 12:00 AM	**PlanetSide®2 Auraxis Challenge**	Take on the challenge for the glory of your empire! All troops will start fresh with standard issue gear and certifications and compete in qualifying rounds on Thursday and Friday. The top eighteen players from the qualifying rounds will compete in an 18-man Finals match on Saturday to win the first place grand prize. There will also be prizes awarded to the top 9 finalists in the Finals with first, second and third place finalists taking home larger pieces of the total prize.	Grand Ballroom
Friday, October 19			
9:30 AM - 12:30 PM	**EverQuest® II Aether Races**	Hone your flying skills and race to victory! The top five recorded times during the qualifying round will join in the final heat, racing against EverQuestfranchise Director of Development Dave Georgeson for the win! (Don't worry, Dave isn't eligible to win.)	Grand Ballroom
10:00 AM - 6:00 PM	**PlanetSide 2 Auraxis Challenge**	Take on the challenge for the glory of your empire! All troops will start fresh with standard issue gear and certifications and compete in qualifying rounds on Thursday and Friday. The top eighteen players from the qualifying rounds will compete in an 18-man Finals match on Saturday to win the first place grand prize. There will also be prizes awarded to the top 9 finalists in the Finals with first, second and third place finalists taking home larger pieces of the total prize.	Grand Ballroom
9:00 AM - 7:00 PM	**Registration and Badge Pick-Up**	Bring your photo ID, and pick up your badge! Walk-ins can register, too!	Grand Ballroom
10:00 AM - 5:00 PM	**Play On!**	We'll have your favorite SOE games loaded up on the machines - any time they're not being used for tournaments, we'll let you log on. After all, you traveled all this way just to play your game, didn't you?	Grand Ballroom
10:00 AM - 7:00 PM	**SOE Live Marketplace**	Check out the latest goods from SOE, and visit our many vendors!	Grand Ballroom
10:00 AM - 7:00 PM	**SOE Live Lounge**	Chill out with friends (or post messages for them), check out SOE games, Silent Auction Items, contests and more!	Grand Ballroom
10:00 AM - 11:00 AM	**CWA: How to Make a Video Game (Star Wars: Clone Wars Adventures)**	Ever had an idea that you thought could make for a great video game? Find out how we did it at SOE, as our devs take you through an exciting, step-by-step talk on how they created Star Wars: Clone Wars Adventures! Get a chance to share your ideas with the development team and learn how you can bring your game development dreams to life! We'll have giveaways for attendees! (Todd Carson, Mitch Evans)	Palace 1
10:00 AM - 11:00 AM	**SOE Player Studio - Bringing Your Dreams to Life!**	Now YOU can submit designs for cool items in EQ and EQII and make money from it! Learn how the SOE Player Studio works, what it takes and see some samples created by players just like you. (John Smedley, Rick Reynolds, Dave Georgeson, Joe Shoopack)	Bronze 1/2/3/4
10:00 AM - 11:00 AM	**DCUO: Meet The Devs**	Meet the DCUO development team and join them in a discussion on all things DCUO. (Jens Andersen, Creative Director; Jesse Benjamin, Design Director; Mark Halash, Lead Systems Designer)	Palace 3/4/5
10:00 AM - 11:00 AM	**Making Free Realms Fun!**	The Free Realms dev team chats directly with players about what goes into making Free Realms FUN! Got questions? Have some ideas? Bring them all! (Floyd Bishop; Ryan Shannon; Eric Hankins; Tiffany Spence)	Palace 2
11:00 AM - 12:00 PM	**DCUO: The Next Big Thing**	Join the DCUO development team for a special announcement and a discussion on an important new feature! (Jens Andersen, Creative Director; Jesse Benjamin, Design Director; Larry Liberty, Executive Producer)	Palace 1
11:00 AM - 12:00 PM	**Vanguard - Meet the Devs!**	Meet the Vanguard Development Team as they give an overview of the current state of the game and share exciting details about what's planned for the future! (Harvey Burgess, Producer; Salim Grant; Todd Schmidt; Steve Danuser)	Palace 2
11:00 AM - 12:00 PM	**EQII: The Art of Monsters & Fantasy Landscapes**	Dave Brown and Tom Tobey continue their tradition of presenting the creatures of EverQuest 2. Upcoming Never before creatures and armor will be shown and discussed over an hour of AWESOME! (Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator)	Bronze 1/2/3/4

TIME	EVENT	DESCRIPTION	LOCATION
Friday, October 19	(continued)		
12:00 PM	**Silent Auction Begins**	Bid on your favorite banner/other SOE items. We'll announce the winners Saturday afternoon!	Grand Ballroom
12:00 PM - 2:00 PM	**EverQuest Live Quest**	Groups of 10 will need to travel across the lands, interacting with denizens in many places to recover shards for a mysterious stranger arriving from Shard's Landing. Knowledge, skill, bravery and tenacity will all be called into play before your group emerges victorious!	Bronze 1/2/3/4
12:00 PM - 2:00 PM	**DCUO Live Quest**	Join us for the second DCUO Live Quest - spandex optional but always fashionable! Declare your allegiance by joining a live version of DCUO's Legends PvP Arenas. Groups of 10 will battle for Las Vegas as their favorite DC Heroes and Villains!	Palace 3/4/5
1:00 PM - 2:00 PM	**Player Panel: Heroes and Villains - Creating a Character Driven Story**	All great stories need both a hero and a villain. Join award-winning author Maxwell Alexander Drake as he presents his class, "Heroes and Villains - Creating a Character Driven Story." This class will give you the tools you need to create both sides of this opposing force. You will learn to create each in a dynamic way that will capture the hearts of your readers, making them cheer for their triumphs and commiserate their losses. There is a class handout for this that will not be provided on site: please visit http://www.maxwellalexanderdrake.com/pages/MADWriting.html, print out the handout and bring it with you if you want!	Palace 1
1:00 PM - 2:00 PM	**The Animation of Free Realms**	In this popular panel, Floyd Bishop will again animate SOMETHING from start to finish, to show our workflow, processes and the behind-the-scenes stuff needed to make things move in game! (Floyd Bishop)	Palace 2
2:00 PM – 3:00 PM	**EverQuest - The Game Show!**	Compete against EQ Developers to win prizes! (Thom Terrazas, Producer; Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer)	Bronze 1/2/3/4
2:00 PM - 3:00 PM	**PlanetSide 2: Director's Q&A**	Fire away in this general Q&A session! (Tramell Isaac, Art Director; Matt Higby, Creative Director)	Palace 3/4/5
2:00 PM - 3:00 PM	**Player Panel: Making Data Sexah - Building Fan and Player Sites with SOE Data Feed**	How SOE data feeds (Census) were used to build sites such as EQ2U, EQ2 Players and the upcoming PlanetSide 2 Players. Hear about upcoming features from EQ2U as well as how the site was assembled, directly from the people who built it! Dethdlr/Check, Lead Programmer/System Architect, EQ2U; Feldon, Editor of EQ2Wire/Senior Producer of EQ2U; Clif Bate, Director, Commerce Services & Web Presence, SOE; Morgan Bonar, Lead Web Developer and Web Producer, PlanetSide 2)	Palace 2
2:00 PM - 3:00 PM	**Player Panel: Advanced PvP in DCUO**	Prepare to dominate your PvP game in DCUO! This presentation will incorporate video and slides crafted by veteran DCUO players. [Ryan Armendariz has been at the forefront of educating players (and Devs, he maintains) on various PvP mechanics in DCUO. Bryce Wong, aka "JT," intially focused on PvE progression but soon began to explore and excel in PvP. Kevin Lehrfield, known as "Slob" by too many, quickly became one of the strongest players in game, albeit one of the least vocal... until now.]	Palace 1
2:00 PM - 4:00 PM	**Quest Like a Guide**	In the gameplay area, join the guides in a play session as a quest character to participate in an in-game Guide event! (Lydia Pope, Community Manager; Members of the SOE Volunteer Guide Program)	Grand Ballroom
3:00 PM - 4:00 PM	**Animation at SOE**	A discussion about animation with several experts from various SOE games, sharing their experiences on games like EverQuest, EverQuest II, Star Wars: Galaxies, DCUO, Free Realms, Clone Wars Adventures, and PlanetSide 2! Floyd promises that "This will be amazingly epic!" (Floyd Bishop, Tom Tobey, Chris Myers, Chad Lichty)	Palace 2
3:00 PM - 4:00 PM	**EQII: Mechanics of Prestige Abilities, Spells, PvP, Tradeskills & More**	Hear what the Mechanics designers have been up to as well as what is coming! Get the inside scoop on new subclass and tradeskill Prestige Abilities coming in the Chains of Eternity expansion. Designers will give an overview on the new content and open it up for questions! (Michael "Xelgad" Ganz, Designer; Brian "Omougi" Ferguson, Designer; Kyle "Kander" Vallee, Assistant Lead Designer; Andy "Terrogaunt" Roecks, Programmer; Dave "Maevianiu" Kish, Assistant Lead Programmer)	Bronze 1/2/3/4
3:00 PM - 4:00 PM	**PlanetSide 2: Mechanics - Mobilizing Armies on a Massive Scale**	A discussion covering vehicles, infantry mechanics, trade-offs and strategies! (Matt Higby, Creative Director; Josh Sanchez; Kevin Moyer)	Palace 3/4/5
3:00 PM - 4:00 PM	**Our European Connection: ProSiebenSat.1**	Meet the Community Team from ProSiebenSat.1 games - learn more about our EU partners: their history, approach, and the future! We'll happily take your questions at the end!	Palace 1

TIME	EVENT	DESCRIPTION	LOCATION
Friday, October 19	**(continued)**		
4:00 PM - 5:00 PM	**EQII: Lore and Q&A**	Get details and insights into the story and world of EQII. We'll take questions about lore and more, too! (Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer; Nandor "Zoltaroth" Szots, Lead Programmer; Kyle "Kander" Vallee, Assistant Lead Designer; Nathan "Kaitheel" McCall, Designer II; Paul "Cronyn" Molina, Designer II; Michael "Xelgad" Ganz, Designer; Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator; Aaron "Gnobrin" Bisnett, Character Artist; Andy "Terrogaunt" Roecks, Programmer)	Bronze 1/2/3/4
4:00 PM - 5:00 PM	**Tales of Customer Service 2012**	Join one of our fan favorite panels, as the CS reps discuss SOE's commitment to Customer Service in 2012 and beyond. Get a unique, behind-the-scenes look at what they do every day! (Brad Wilcox, Executive Director of Customer Service and International Operations, Ima Somers; Sharon Morris; Tim Vick; Scott Dale; Mervin Lee Kwai)	Palace 2
4:00 PM - 5:00 PM	**Player Panel: Costuming Tips and Tricks**	Costumes don't have to break the bank, if you follow some of the tips and tricks on this panel. Whether attending SOE Live, a convention, ren faire or masquerade party, you don't have to resort to ugly mass-produced and overpriced commercial costumes! [Phil "SnickersX" and Mary "Katrena" Simmons and Tiffany "Amnerys" Spence lead a comfortable, low-key exchange of ideas and tips for your next costume.]	Palace 1
4:00 PM - 5:00 PM	**Player Panel: Military Gamers - Leveraging Military Experience in Gaming**	Explore how military experience can translate into leadership and organization to lead guilds and communities to success, using teamwork and discipline while keeping it fun. Learn high order concepts from strategic lessons to tactical procedures that can maximize your potential in any game, from raids to world PvP. Take military buzzwords like "Centers of Gravity" or "Fog and Friction" and apply them directly to games like PlanetSide 2! [Brandon Sivret, a USAF Captain currently serving as a Missile Combat Crew Commander for Nuclear ICBMs, and a lifelong gamer, leading guilds and communities across many different MMOGs, and the Director of Operations for MilitaryGamers.com. Matthew Sienkiewicz, a USMC and Iraqi Freedom combat veteran, who co-founded MilitaryGamers.com as a way to serve his fellow brothers and sisters in arms. An avid gamer, Matthew works tirelessly to reach out to others who use gaming as a way to cope with stress and manage chronic pain.]	Palace 3/4/5
5:00 PM - 6:00 PM	**EQ - Questionable Content!**	A longstanding favorite session: ask us anything about the game... maybe we will answer! ALL player questions for 50 minutes! (Thom Terrazas, Producer; Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer; Josh Augustine, Associate Designer - Content)	Bronze 1/2/3/4
5:00 PM - 6:00 PM	**PlanetSide 2: Characters and Animation**	A panel to discuss PlanetSide 2's character design, movement, animation and classes! (Tramell Isaac, Art Director; Chad Lichty; Josh Sanchez)	Palace 1
5:00 PM - 6:00 PM	**Getting Cozy with EQII Devs**	An informal, organic discussion with EQII devs for idle questions, chatter, and to get to know us! (Kyle "Kander" Vallee, Assistant Lead Designer; Dave "Maevianiu" Kish, Assistant Lead Programmer; Michael "Xelgad" Ganz, Designer; Nathan "Kaitheel" McCall, Designer II; Paul "Cronyn" Molina, Designer II; Brian "Omougi" Ferguson, Designer; Andy "Terrogaunt" Roecks, Programmer; Nandor "Zolaroth" Szots, Lead Programmer; Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator; Aaron "Gnobrin" Bisnett, Character Artist; Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer)	Palace 3/4/5
5:00 PM - 6:00 PM	**Player Panel: Power to The People - Fansites**	Join representatives from three very different and well-respected fan ventures, DCUO Unlimited, Fanra's EverQuest Wiki and EQII Wire. They'll discuss how they got into running fansites, how they relate to SOE staff and their fellow fans and how they gather information from many sources to form the basis of their offerings. What do they get out of it? This panel is a must for anyone who is interested in running a site, or for those curious as to the how any why! [Apple, Batman expert and founder of DCUO-Unlimited. Sean, a Booster Gold fan and contributor to DCUO-Unlimited since 2009. Fanra, of Fanra's EverQuest Wiki. Morgan Feldon, EQ2Wire and EQ2U.	Palace 2
6:30 PM	**SOE Keynote Part 2**	Featuring *DC Universe* Online™, EverQuest and EverQuest II --Don't Miss This!	Bally's Event Center
8:00 PM	**3rd Annual Bally's Pool Party!!!**	Join us for some fun in the "sun"! Open bar with valid ID. Food will not be served. All Access or Evening Pass required – BRING YOUR BADGE! Must be 21 and older with valid ID to attend.	Bally's Pool
Saturday, October 20			
8:30 AM - 4:00 PM	**NEW THIS YEAR! Free Realms and Star Wars® Clone Wars Adventures Kids Zone!**	Family-friendly and kid-approved activities, like the Free Realms Art Workshop, the Star Wars Clone Wars Adventures™ activities, including a kids' live quest, Jedi™ Training Camp, fun videos, prizes, goody bags and themed pictures to take home!	Grand Ballroom

TIME	EVENT	DESCRIPTION	LOCATION
Saturday, October 20	**(continued)**		
9:30 AM - 12:30 PM	**EverQuest Death Death Death! Tournament**	We challenge all casual and hardcore EverQuest players to look death straight in the eye. Group up in teams of six and take on old-school raid mobs in a hellish progression to see which group can get the furthest.	Grand Ballroom
10:00 AM - 1:00 PM	**Laser Tag (All Access pass and upgrade required)**	New this year! Are you ready to join your fellow gamers in a friendly game of laser tag? Transportation will be provided - meet in the foyer of the Grand Ballroom no later than 10:00 AM. Space is limited.	Flamingo Road Entrance
10:00 AM - 5:00 PM	**Play On!**	We'll have your favorite SOE games loaded up on the machines - any time they're not being used for tournaments, we'll let you log on. After all, you traveled all this way just to play your game, didn't you	Grand Ballroom
10:00 AM - 7:00 PM	**SOE Live Marketplace**	Check out the latest goods from SOE, and visit our many vendors!	Grand Ballroom
10:00 AM -7:00 PM	**SOE Live Lounge**	Chill out with friends (or post messages for them), check out SOE games, Silent Auction Items, contests and more!	Grand Ballroom
10:00 AM - 5:00 PM	**Registration and Badge Pick-Up**	Bring your photo ID, and pick up your badge! Walk-ins can register, too!	Grand Ballroom
10:00 AM - 11:00 Am	**EQ: Rain of Fear - Don't Get Wet!**	Rain of Fear, EQ's 19th expansion, launches in November. Come to this panel to get a sneak peek at what's falling from the skies! (Thom Terrazas, Producer; Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Alan VanCouvering, Assistant Lead Designer; Ed Hardin, Designer II - Spells; Doug Cronkhite, Senior Designer -Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer -Content; Chris Black, Designer - Content; Josh Augustine, Associate Designer - Content)	Bronze 1/2/3/4
10:00 AM - 11:00 Am	**Player Panel: Guilds and Leagues - Managing Your "A" Game!**	Leading and maintaining a guild in the modern game world is a challenge. We'll examine the patterns or recruitment and attrition that guilds naturally undergo over time, and how to combat membership flux. Raiding in a guild can seem like hard work and players may feel they are lost in the crowd. How can guild and raid leaders help everyone reach the top of their game? [Matthew Bannerman, an end-game raider and founder of the casual guild "Feral Fury in EQ, partnering with the Tunare Public raid force. Rob Miles, DCUO veteran on both PC (Deputy for SynCity) and PS3 (Leader of the ICOD League). Bill Ekern, a die-hard gamer and full-time businessman who finds time to game while taking care of his aspiring 9-year-old daughter. There are few games Bill has not played, and his business acumen allows him to serve as the perfect strategic foil and chief deputy of ICOD on DCUO PS3).]	Palace 3/4/5
10:00 AM - 11:00 Am	**Player Panel: Taking it LIVE! Podcasting/ Webcasting**	Join the veterans for a lively discussion on industry podcast and webcasts. If you've ever wanted to try this yourself, we're full of useful suggestions! (Dellmon DragonHammer, EQ2Talk, Paul "Phil Osyfee" Gonzales, TheDCUOShow, Aimee Rekoske, SOE Community Project Manager: Donna Prior, SOE Social Media Specialist; more to come!)	Palace 1
10:00 AM - 11:00 Am	**DCUO: The Evolution of PVP in DCUO**	A fascinating look at the hisorty and future of PvP in DC Universe Online! (Jesse Benjamin, Design Director; Mark Halash, Lead Systems Designer; Steve Wyckoff, Programmer	Palace 2
11:00 AM - 12:00 PM	**EQII: Chains of Eternity - The Expansion and Beyond**	Always the most popular EQII panel, get there early for the best seats! Get a sneak peek and hear from EQII developers about the new expansion, including level increases for adventuring, tradeskilling, and Guilds, story, content overview, spells, abilities, new adornment types and tradeskill Prestige abilities. (Kyle "Kander" Vallee, Assistant Lead Designer; Dave "Maevianiu" Kish, Assistant Lead Programmer; Michael "Xelgad" Ganz, Designer; Nathan "Kaitheel" McCall, Designer; Paul "Cronyn" Molina, Designer; Brian "Omougi" Ferguson, Designer; Andy "Terrogaunt" Roecks, Programmer; Nandy "Zoltaroth" Szots, Lead Coder; Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer)	Bronze 1/2/3/4
11:00 AM - 12:00 PM	**EQ: Drawing Death - Design a Mission**	Work in groups of ten with a Developer to design a mission - the Dev's favorite may even make it into EverQuest! NOTE: Participation is limited to the first 80 players to arrive, first-come, first served! (Adam Bell, Lead Designer; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer; Josh Augustine, Associate Designer - Content)	Palace 3/4/5
11:00 AM - 12:00 PM	**Six Years of Strat - PoxNora**	We'll highlight the strategy title Pox Nora, and discuss what it's like working on this complex game, now entering its 6th year. Focus will be on design process for a mature game and the challenges the Dev team faces. Q&A will follow! Attendees may win a 16x12 color glossy print of PoxNora art! (Luke Bultman, Derek Chin)	Palace 1
12:00 PM - 2:00 PM	**EverQuest II Live Quest**	The Nights of the Dead come to SOE Live! Can your team solve this murder mystery? In this "beyond the board game" Norrathian mystery game, your ten-person team will work through various mini-quests to uncover clues to solve the mystery.	Bronze 1/2/3/4

TIME	EVENT	DESCRIPTION	LOCATION
Saturday, October 20 **(continued)**			
12:00 PM - 2:00 PM	**PlanetSide 2 Live Bootcamp**	Choose your Empire and join in a live PlanetSide 2 boot camp! Earn your stripes by getting together a squad of five and going through Basic and complete training exercises to prove you have what it takes to bring victory to your Empire!	Palace 3/4/5
1:00 PM - 2:00 PM	**Player Panel: Don't Tell Your Story, Show It!**	Ever wonder how the really good books suck a reader in and hold their attention page after page. It's not the characters, nor the plot of the book. It is the way in which the author writes that separates their story from the pack. Join award-winning author Maxwell Alexander Drake as he presents his class "Don't Tell Your Story, Show It!" During this class, you will gain insight into how to put your story together in a compelling way that will have your readers turning page after page to see what happens next. There is a class handout for this that will not be provided on site: please visit http://www.maxwellalexanderdrake.com/pages/MADWriting.html, print out the handout and bring it with you if you want!	Palace 1
1:30 PM - 5:30 PM	**DCUO Legends PVP Tournament**	Heroes! Villains! Pair up with a friend or forge a last-minute two-person team at the event to battle for supremacy!	Grand Ballroom
1:30 PM - 5:30 PM	**PlanetSide2 Auraxis Challenge Finals**	Take on the challenge for the glory of your empire! All troops will start fresh with standard issue gear and certifications and compete in qualifying rounds on Thursday and Friday. The top eighteen players from the qualifying rounds will compete in an 18-man Finals match on Saturday to win the first place grand prize. There will also be prizes awarded to the top 9 finalists in the Finals with first, second and third place finalists taking home larger pieces of the total prize.	Grand Ballroom
2:00 PM - 3:00 PM	**EQ/EQII: The Business of the EverQuest Franchise**	An honest and open discussion with the Director of the EQ franchise and the Producers of both EQ and EQII. We'll present how we run our business, where the money goes, and how we expect F2P entertainment to change over the coming year. You can learn everything except the actual competitive number info - all the logic will be explained! Yes, we'll answer any questions you have at the end! (Dave Georgeson, Holly Longdale, Thom Terrazas)	Bronze 1/2/3/4
2:00 PM - 3:00 PM	**PlanetSide 2: Environment**	A discussion of continent creation and base design in PlanetSide 2. (Matt Higby, Creative Director; Lenny Gullo; Alan Lapidis)	Palace 3/4/5
2:00 PM - 3:00 PM	**Free Realms: Designing Sunstone Valley**	A discussion on the development and design involved with creating Sunstone Valley. This panel will cover the design goals chosen for Sunstone and what we wanted to accomplish for Free Realms as a whole. We'll also discuss the second expansion chunk, "Ponyvale" (name pending), while giving players a special sneak peek of the new zone. After the preview, we'll close with an audience participation segment to create a new Ponyvale themed item for the expansion and a short Q&A session. (Ryan Shannon; Eric Hankins)	Palace 1
2:00 PM - 3:00 PM	**The Future of Vanguard!**	Bring forth your hopes and dreams for Vanguard: Saga of Heroes, and discuss them with the Dev Team! The game is in active development, and the team wants to talk to you about where it's headed! (Harvey Burgess, Producer; Salim Grant; Todd Schmidt; Steve Danuser)	Palace 2
3:00 PM - 4:00 PM	**EQII: Q&A**	Windstalker ok'd this - ANYTHING GOES! Join us for one big panel where you can bring all of your wild and crazy questions to the EQII Dev Team! (Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer; Kyle "Kander" Vallee, Assistant Lead Designer; Nathan "Kaitheel" McCall, Designer II; Paul "Cronyn" Molina, Designer II; Michael "Xelgad" Ganz, Designer; Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator; Aaron "Gnobrin" Bisnett, Character Artist; Nandor "Zoltaroth" Szots, Lead Programmer; Andy "Terrogaunt" Roecks, Programmer)	Bronze 1/2/3/4
3:00 PM - 4:00 PM	**PlanetSide 2: Forgelight**	Highlights of our game engine, both visual and MMO related. (Trammell Isaac, Art Director, Bill Yeatts)	Palace 1
3:00 PM - 4:00 PM	**Player Panel: EverQuest - A Player Perspective**	Knowledgeable veterans of EverQuest discuss the game, the community and answer your questions! We'll explore the game from the point of view of dedicated players, discussing classes, game mechanics, lore, guilds, raids and anything else you care to bring up! Devs are welcome to attend and ask questions! [Michael "Beimeith" Huggins, EQ player since 2004, and obsessed with learning about the inner workings of the game. Luigi "Qulas" Liguori, long-time denizen of the Druzzil Ro server Leader of Realms of Insanity. Tamara "Mykaylla" Custance, renowned cleric and scholar of Norrathian history.]	Palace 3/4/5
3:00 PM - 4:00 PM	**Player Panel: Trials & Triumphs - Why Join the SOE Guide Program?**	Have you always wondered what it would be like to be a Guide? What do they do? Do they get any special powers? Why do people volunteer year after year to be Guides? Bring all of your questions and learn more directly from the Guides themselves! Don't be shy, they don't bite...much.	Palace 2
4:00 PM	**Silent Auction Ends**	Hope you won your favorite items!!	Grand Ballroom

TIME	EVENT	DESCRIPTION	LOCATION
Saturday, October 20 **(continued)**			
4:00 PM - 5:00 PM	**CS: Defense Against the Dark Arts (Harrassment, Fraud and Hacking)**	Our Customer Service team deals with the worst aspects of human nature. Learn how your information and reputation can be put at risk, and how to defend yourself against the evildoers, fraudsters and hackers that beset all aspects of daily life - starting with your favorite games! (Brad Wilcox, Executive Director of Customer Service and International Operations, will lead this panel of CS veterans)	Palace 3/4/5
4:00 PM - 5:00 PM	**CWA: What's Next for Star Wars: Clone Wars Adventures!**	Get the inside scoop from our Devs on what's to come in Star Wars: Clone Wars Adventures. The team will discuss how fans of the TV series can extend their adventures online. This is also your chance to gain first-hand understanding of that it's like to develop a game that is closely tied to a TV series. We'll have giveaways for attendees! (Todd Carson, Senior Producer; Mitch Evans; Rod Haza; Justin Dazet)	Palace 2
4:00 PM - 5:00 PM	**Player Panel: The Role of Crafters**	In a panel relevant to all SOE games, crafters band together to discuss how they view the gameplay experience in a genre where adventuring and battle are the main focus. What role do crafters play in the social and economic spheres within our games? How have F2P and marketplaces affected crafting? [Join long time EQ, EQII and VG crafter Steve Boulter, and the irrepressible Niami Denmother of EQ/EQII Trader's Corner for what is sure to be an interesting discussion!]	Palace 1
4:00 PM - 5:00 PM	**Legends of Norrath - 5th Anniversary!**	Celebrating 5 years of incredible art and gameplay in the card game that spans both EQ and EQII! Attendees will receive exclusive preview cards from the LoN set #15, Debt of the Ratonga! There are rumors of more goodies to give away as well - be sure to pester your hosts, Mark Tuttle and Chuck Kallenbach!	Bronze 1/2/3/4
5:00 PM - 6:00 PM	**Geek Out With SOE Coders!**	SOE's powerhouse coders assemble for the last panel of the day, for the technical geeks out there that are still standing! (Nandor "Zoltaroth" Szots, Lead Programmer EQII; Dave "Maevianiu" Kish, Assistant Lead Programmer EQII; Andy "Terrorcaun" Roecks, Programmer EQII, Jenn Chan, Lead Coder, EQ; Steve Klug, Associate Technical Director EQN/PS2; Greg Spence, Senior Programmer EQN/PS2; Josh Kriegshauser, Technical Director EQN/PS2)	Palace 1
5:00 PM - 6:00 PM	**DCUO: Combat in DCUO - Real-time Dynamic Combat on a Massive Scale**	Join our discsussion covering Powers, Weapons and more, this talk goes over what DCUO does well and where we plan to improve combat going forward. (Jesse Benjamin, Design Director; Mark Halash, Lead Systems Designer; Larz Smith, Senior Programmer; Steve Wyckoff, Programmer)	Palace 3/4/5
5:00 PM - 6:00 PM	**Player Panel: Bugtesting for Players**	Bugs really bug players and developers. how can players help to do something about them? Many players have never done QA testing and are unfamiliar with how these issues are handled internally. In this panel, we'll discuss the best way to locate, test, confirm and report bugs, as well as touching on the subjects of exploits and proper etiquette. [Join PlanetSide veteran Reese "Neurotoxin" Holland and members of our SOE QA team to explore the bugtastical landscape.]	Palace 2
5:00 PM - 6:00 PM	**EQ: MORE Questionable Content!**	A longstanding favorite session: ask us anything about the game... maybe we will answer! ALL player questions for 50 minutes! (Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer; Josh Augustine, Associate Designer - Content)	Bronze 1/2/3/4
5:00 PM - 6:30 PM	**Spandex, Chainmail and Fur - Pre-judging for the costume contest**	Calling all heroes, demons, villains, soldiers, adventurers and creatures! Anything goes in our costume contest! Go funny, go awesome, go for the gold in our longest-running annual competition! If you plan on entering the costume contest, you must be in attendance!	Grand Ballroom
7:30PM – 11:00PM	**Grand Banquet**	Join us for dinner and entertainment, and help us pick the winners of the costume contest! (All Access or Evening Pass required)	Bally's Event Center
Sunday, October 21			
10:00 AM - 12:00 PM	**Brunch with the Dev Teams (All Access pass and upgrade required)**	New this year! Finish off the weekend with Brunch with your favorite members of the dev team! Space is limited, so upgrade your All-Access pass ASAP!	Bronze 1/2/3/4

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PANEL & TOURNAMENT INFORMATION
(Alphabetically by Game)

DC Universe™ Online

DCUO: Meet The Devs
Date / Time: Friday, October 19th, 10:00 AM - 11:00 AM
Room: Palace 3/4/5
Meet the DCUO development team and join them in a discussion on all things DCUO. (Jens Andersen, Creative Director; Jesse Benjamin, Design Director; Mark Halash, Lead Systems Designer)

DCUO: The Next Big Thing
Date / Time: Friday, October 19th, 11:00 AM - 12:00 PM
Room: Palace 1
Join the DCUO development team for a special announcement and a discussion on an important new feature! (Jens Andersen, Creative Director; Jesse Benjamin, Design Director; Larry Liberty, Executive Producer)

DCUO Live Quest
Date/Time: Friday, October 19th, 12:00 PM - 2:00 PM
Room: Palace 3/4/5
Join us for the second DCUO Live Quest - spandex optional but always fashionable! Declare your allegiance by joining a live version of DCUO's Legends PvP Arenas. Groups of 10 will battle for Las Vegas as their favorite DC Heroes and Villains!

DCUO: The Evolution of PVP in DCUO
Date/Time: Saturday, October 20th, 10:00 AM - 11:00 AM
Room: Palace 2
A fascinating look at the hisorty and future of PvP in DC Universe Online! (Jesse Benjamin, Design Director; Mark Halash, Lead Systems Designer; Steve Wyckoff, Programmer

DCUO Legends PVP Tournament
Date/Time: Saturday, October 20th, 1:30 PM - 5:30 PM
Location: Grand Ballroom
Heroes! Villains! Pair up with a friend or forge a last-minute two-person team at the event to battle for supremacy!

DCUO: Combat in DCUO - Real-time Dynamic Combat on a Massive Scale
Date/Time: Saturday, October 20th, 5:00 PM - 6:00 PM
Location: Palace 3/4/5
Join our discsussion covering Powers, Weapons and more, this talk goes over what DCUO does well and where we plan to improve combat going forward. (Jesse Benjamin, Design Director; Mark Halash, Lead Systems Designer; Larz Smith, Senior Programmer; Steve Wyckoff, Programmer)

EverQuest®

EverQuest Live Quest
Date/Time: Friday, October 19th, 12:00 PM - 2:00 PM
Location: Bronze 1/2/3/4
Groups of 10 will need to travel across the lands, interacting with denizens in many places to recover shards for a mysterious stranger arriving from Shard's Landing. Knowledge, skill, bravery and tenacity will all be called into play before your group emerges victorious!

EverQuest - The Game Show!
Date/Time: Friday, October 19th, 2:00 PM - 3:00 PM
Location: Bronze 1/2/3/4
Compete against EQ Developers to win prizes! (Thom Terrazas, Producer; Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer)

EQ - Questionable Content!
Date/Time: Friday, October 19th, 5:00 PM - 6:00 PM
Location: Bronze 1/2/3/4
A longstanding favorite session: ask us anything about the game... maybe we will answer! ALL player questions for 50 minutes! (Thom Terrazas, Producer; Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer; Josh Augustine, Associate Designer - Content)

EverQuest Death Death Death! Tournament
Date/Time: Saturday, October 20th, 9:30 AM - 12:30 PM
Location: Battlegrounds, Grand Ballroom
We challenge all casual and hardcore EverQuest players to look death straight in the eye. Group up in teams of six and take on old-school raid mobs in a hellish progression to see which group can get the furthest.

EQ: Rain of Fear - Don't Get Wet!
Date/Time: Saturday, October 20th, 10:00 AM - 11:00 AM
Location: Bronze 1/2/3/4
Rain of Fear, EQ's 19th expansion, launches on November. Come to this panel to get a sneak peek at what's falling from the skies! (Thom Terrazas, Producer; Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Alan VanCouvering, Assistant Lead Designer; Ed Hardin, Designer II - Spells; Doug Cronkhite, Senior Designer -Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer -Content; Chris Black, Designer - Content; Josh Augustine, Associate Designer - Content)

EQ: Drawing Death - Design a Mission
Date/Time: Saturday, October 20th, 11:00 AM - 12:00 PM
Location: Palace 3/4/5
Work in groups of ten with a Developer to design a mission - the Dev's favorite may even make it into EverQuest! NOTE: Participation is limited to the first 80 players to arrive, first-come, first served! (Adam Bell, Lead Designer; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer; Josh Augustine, Associate Designer - Content)

EQ/EQII: The Business of the EverQuest Franchise
Date/Time: Saturday, October 20th, 2:00 PM - 3:00 PM
Location: Bronze 1/2/3/4
An honest and open discussion with the Director of the EQ franchise and the Producers of both EQ and EQII. We'll present how we run our business, where the money goes, and how we expect F2P entertainment to change over the coming year. You can learn everything except the actual competitive number info - all the logic will be explained! Yes, we'll answer any questions you have at the end! (Dave Georgeson, Holly Longdale, Thom Terrazas)

EQ: MORE Questionable Content!
Date/Time: Saturday, October 20th, 5:00 PM - 6:00 PM
Location: Bronze 1/2/3/4
A longstanding favorite session: ask us anything about the game... maybe we will answer! ALL player questions for 50 minutes! (Adam Bell, Lead Designer; Jenn Chan, Lead Coder; Ed Hardin, Designer II -Spells; Doug Cronkhite, Senior Designer - Alternate Abilities; Jason Leo, Designer - Items; Julie Burness, Designer - Content; Chris Black, Designer - content; Alan VanCouvering, Assistant Lead Designer; Josh Augustine, Associate Designer - Content)

EverQuest®II

EverQuest II Aether Races
Date/Time: Friday, October 19th, 9:30 AM - 12:30 PM
Location: Battlegrounds, Grand Ballroom
Hone your flying skills and race to victory! The top five recorded times during the qualifying round will join in the final heat, racing against EverQuest franchise Director of Development Dave Georgeson for the win! (Don't worry, Dave isn't eligible to win.)

EQII: The Art of Monsters & Fantasy Landscapes
Date/Time: Friday, October 19th,11:00 AM - 12:00 PM
Location: Bronze 1/2/3/4
Dave Brown and Tom Tobey continue their tradition of presenting the creatures of EverQuest 2. Upcoming Never before creatures and armor will be shown and discussed over an hour of AWESOME! (Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator)

EQII: Mechanics of Prestige Abilities, Spells, PvP, Tradeskills & More
Date/Time: Friday, October 19th, 3:00 PM - 4:00 PM
Location: Bronze 1/2/3/4
Hear what the Mechanics designers have been up to as well as what is coming! Get the inside scoop on new subclass and tradeskill Prestige Abilities coming in the Chains of Eternity expansion. Designers will give an overview on the new content and open it up for questions! (Michael "Xelgad" Ganz, Designer; Brian "Omougi" Ferguson, Designer; Kyle "Kander" Vallee, Assistant Lead Designer; Andy "Terrogaunt" Roecks, Programmer; Dave "Maevianiu" Kish, Assistant Lead Programmer)

EQII: Lore and Q&A
Date/Time: Friday, October 19th, 4:00 PM - 5:00 PM
Location: Bronze 1/2/3/4
Get details and insights into the story and world of EQII. We'll take questions about lore and more, too! (Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer; Nandor "Zoltaroth" Szots, Lead Programmer; Kyle "Kander" Vallee, Assistant Lead Designer; Nathan "Kaitheel" McCall, Designer II; Paul "Cronyn" Molina, Designer II; Michael "Xelgad" Ganz, Designer; Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator; Aaron "Gnobrin" Bisnett, Character Artist; Andy "Terrogaunt" Roecks, Programmer)

Getting Cozy with EQII Devs
Date/Time: Friday, October 19th, 5:00 PM - 6:00 PM
Location: Palace 3/4/5
An informal, organic discussion with EQII devs for idle questions, chatter, and to get to know us! (Kyle "Kander" Vallee, Assistant Lead Designer; Dave "Maevianiu" Kish, Assistant Lead Programmer; Michael "Xelgad" Ganz, Designer; Nathan "Kaitheel" McCall, Designer II; Paul "Cronyn" Molina, Designer II; Brian "Omougi" Ferguson, Designer; Andy "Terrogaunt" Roecks, Programmer; Nandor "Zolaroth" Szots, Lead Programmer; Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator; Aaron "Gnobrin" Bisnett, Character Artist; Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer)

EQII: Chains of Eternity - The Expansion and Beyond
Date/Time: Saturday, October 20th, 11:00 AM - 12:00 PM
Location: Bronze 1/2/3/4
Always the most popular EQII panel, get there early for the best seats! Get a sneak peek and hear from EQII developers about the new expansion, including level increases for adventuring, tradeskilling, and Guilds, story, content overview, spells, abilities, new adornment types and tradeskill Prestige abilities. (Kyle "Kander" Vallee, Assistant Lead Designer; Dave "Maevianiu" Kish, Assistant Lead Programmer; Michael "Xelgad" Ganz, Designer; Nathan "Kaitheel" McCall, Designer; Paul "Cronyn" Molina, Designer; Brian "Omougi" Ferguson, Designer; Andy "Terrogaunt" Roecks, Programmer; Nandy "Zoltaroth" Szots, Lead Coder; Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer)

EverQuest II Live Quest: The Nights of the Dead come to SOE Live!
Date/Time: Saturday, October 20th, 12:00 PM - 2:00 PM
Location: Bronze 1/2/3/4
Can your team solve this murder mystery? In this "beyond the board game" Norrathian mystery game, your ten-person team will work through various mini-quests to uncover clues to solve the mystery.

EQ/EQII: The Business of the EverQuest Franchise
Date/Time: Saturday, October 20th, 2:00 PM - 3:00 PM
Location: Bronze 1/2/3/4
An honest and open discussion with the Director of the EQ franchise and the Producers of both EQ and EQII. We'll present how we run our business, where the money goes, and how we expect F2P entertainment to change over the coming year. You can learn everything except the actual competitive number info - all the logic will be explained! Yes, we'll answer any questions you have at the end! (Dave Georgeson, Holly Longdale, Thom Terrazas)

EQII: Q&A
Date/Time: Saturday, October 20th, 3:00 PM - 4:00 PM
Location: Bronze 1/2/3/4
Windstalker ok'd this - ANYTHING GOES! Join us for one big panel where you can bring all of your wild and crazy questions to the EQII Dev Team! (Dave "Smokejumper" Georgeson, Director of Development; Holly "Windstalker" Longdale, Producer; Kyle "Kander" Vallee, Assistant Lead Designer; Nathan "Kaitheel" McCall, Designer II; Paul "Cronyn" Molina, Designer II; Michael "Xelgad" Ganz, Designer; Dave "Covic" Brown, Lead Character Artist; Tom Tobey, Senior Animator; Aaron "Gnobrin" Bisnett, Character Artist; Nandor "Zoltaroth" Szots, Lead Programmer; Andy "Terrogaunt" Roecks, Programmer)

Free Realms™

Making Free Realms Fun!
Date/Time: Friday, October 19th, 10:00 AM - 11:00 AM
Location: Palace 2
The Free Realms dev team chats directly with players about what goes into making Free Realms FUN! Got questions? Have some ideas? Bring them all! (Floyd Bishop; Ryan Shannon; Eric Hankins; Tiffany Spence)

The Animation of Free Realms
Date/Time: Friday, October 19th, 1:00 PM - 2:00 PM
Location: Palace 2
In this popular panel, Floyd Bishop will again animate SOMETHING from start to finish, to show our workflow, processes and the behind-the-scenes stuff needed to make things move in game! (Floyd Bishop)

Kids' Zone
Date/Time: Saturday, October 20th, 8:30 AM - 4:00 PM
Location: Grand Ballroom
NEW THIS YEAR! Free Realms and Star Wars® Clone Wars Adventures Kids Zone! Family-friendly and kid-approved activities, like the Free Realms Art Workshop, the Star Wars Clone Wars Adventures activities, including a kids' live quest, tasty treats, fun videos, prizes, goody bags and themed pictures to take home!

FR: Designing Sunstone Valley
Date/Time: Saturday, October 20th, 2:00 PM - 3:00 PM
Location: Palace 1
A discussion on the development and design involved with creating Sunstone Valley. This panel will cover the design goals chosen for Sunstone and what we wanted to accomplish for Free Realms as a whole. We'll also discuss the second expansion chunk, "Ponyvale" (name pending), while giving players a special sneak peek of the new zone. After the preview, we'll close with an audience participation segment to create a new Ponyvale themed item for the expansion and a short Q&A session. (Ryan Shannon; Eric Hankins)

Legends of Norrath

Legends of Norrath - 5th Anniversary!
Date/Time: Saturday, October 20th, 4:00 PM - 5:00 PM
Location: Bronze 1/2/3/4
Celebrating 5 years of incredible art and gameplay in the card game that spans both EQ and EQII! Attendees will receive exclusive preview cards from the LoN set #15, Debt of the Ratonga! There are rumors of more goodies to give away as well - be sure to pester your hosts, Mark Tuttle and Chuck Kallenbach!

PlanetSide®2

PlanetSide2 Auraxis Challenge
Dates/Times:Thursday, October 18th, 10:00 PM - 12:00 AM,
Friday, October 19th, 10:00 AM – 6:00 PM
Saturday, October 20th, 1:30 PM – 5:30 PM (finals)
Location: Battlegrounds, Grand Ballroom
Take on the challenge for the glory of your empire! All troops will start fresh with standard issue gear and certifications and compete in qualifying rounds on Thursday and Friday. The top eighteen players from the qualifying rounds will compete in an 18-man Finals match on Saturday to win the first place grand prize. There will also be prizes awarded to the top 9 finalists in the Finals with first, second and third place finalists taking home larger pieces of the total prize.

PlanetSide 2 – Director's Q&A
Date/Time: Friday, October 19th, 2:00 PM - 3:00 PM
Location: Palace 3/4/5
Fire away in this general Q&A session! (Tramell Isaac, Art Director; Matt Higby, Creative Director)

PlanetSide 2: Mechanics - Mobilizing Armies on a Massive Scale
Date/Time: Friday, October 19th, 3:00 PM - 4:00 PM
Location: Palace 3/4/5
A discussion covering vehicles, infantry mechanics, trade-offs and strategies! (Matt Higby, Creative Director; Josh Sanchez; Kevin Moyer)

PlanetSide 2: Characters and Animation
Date/Time: Friday, October 19th, 5:00 PM - 6:00 PM
Location: Palace 1
A panel to discuss PlanetSide 2's character design, movement, animation and classes! (Tramell Isaac, Art Director; Chad Lichty; Josh Sanchez)

PlanetSide 2 Live Bootcamp
Date/Time: Saturday, October 20th, 12:00 PM - 2:00 PM
Location: Palace 3/4/5
Choose your Empire and join in a live PlanetSide 2 boot camp! Earn your stripes by getting together a squad of five and going through Basic and complete training exercises to prove you have what it takes to bring victory to your Empire!

PlanetSide 2: Environment
Date/Time: Saturday, October 20th, 2:00 PM - 3:00 PM
Location: Palace 3/4/5
A discussion of continent creation and base design in PlanetSide 2. (Matt Higby, Creative Director; Lenny Gullo; Alan Lapidis)

PlanetSide 2: Forgelight
Date/Time: Saturday, October 20th, 3:00 PM - 4:00 PM
Location: Palace 1
Highlights of our game engine, both visual and MMO related. (Tramell Isaac, Art Director; Bill Yeatts)

Player Panels – New this year!

Heroes and Villains - Creating a Character Driven Story
Date/Time: Friday, October 19th, 1:00 PM - 2:00 PM
Location: Palace 1
All great stories need both a hero and a villain. Join award-winning author Maxwell Alexander Drake as he presents his class, "Heroes and Villains - Creating a Character Driven Story." This class will give you the tools you need to create both sides of this opposing force. You will learn to create each in a dynamic way that will capture the hearts of your readers, making them cheer for their triumphs and commiserate their losses. There is a class handout for this that will not be provided on site: please visit http://www.maxwellalexanderdrake.com/pages/MADWriting.html, print out the handout and bring it with you if you want!

Making Data Sexah - Building Fan and Player Sites with SOE Data Feed
Date/Time: Friday, October 19th, 2:00 PM - 3:00 PM
Location: Palace 2
How SOE data feeds (Census) were used to build sites such as EQ2U, EQ2 Players and the upcoming PlanetSide 2 Players. Hear about upcoming features from EQ2U as well as how the site was assembled, directly from the people who built it! Dethdlr/Check, Lead Programmer/System Architect, EQ2U; Feldon, Editor of EQ2Wire/Senior Producer of EQ2U; Clif Bate, Director, Commerce Services & Web Presence, SOE; Morgan Bonar, Lead Web Developer and Web Producer, PlanetSide 2)

Advanced PvP in DCUO
Date/Time: Friday, October 19th, 2:00 PM - 3:00 PM
Location: Palace 1
Prepare to dominate your PvP game in DCUO! This presentation will incorporate video and slides crafted by veteran DCUO players. [Ryan Armendariz has been at the forefront of educating players (and Devs, he maintains) on various PvP mechanics in DCUO. Bryce Wong, aka "JT," intially focused on PvE progression but soon began to explore and excel in PvP. Kevin Lehrfield, known as "Slob" by too many, quickly became one of the strongest players in game, albeit one of the least vocal... until now.]

Costuming Tips and Tricks
Date/Time: Friday, October 19th, 4:00 PM - 5:00 PM
Location: Palace 1
Costumes don't have to break the bank, if you follow some of the tips and tricks on this panel. Whether attending SOE Live, a convention, ren faire or masquerade party, you don't have to resort to ugly mass-produced and overpriced commercial costumes! [Phil "SnickersX" and Mary "Katrena" Simmons and Tiffany "Amnerys" Spence lead a comfortable, low-key exchange of ideas and tips for your next costume.]

Military Gamers - Leveraging Military Experience in Gaming
Date/Time: Friday, October 19th, 4:00 PM - 5:00 PM
Location: Palace 3/4/5
Explore how military experience can translate into leadership and organization to lead guilds and communities to success, using teamwork and discipline while keeping it fun. Learn high order concepts from strategic lessons to tactical procedures that can maximize your potential in any game, from raids to world PvP. Take military buzzwords like "Centers of Gravity" or "Fog and Friction" and apply them directly to games like PlanetSide 2! [Brandon Sivret, a USAF Captain currently serving as a Missile Combat Crew Commander for Nuclear ICBMs, and a lifelong gamer, leading guilds and communities across many different MMOGs, and the Director of Operations for MilitaryGamers.com. Matthew Sienkiewicz, a USMC and Iraqi Freedom combat veteran, who co-founded MilitaryGamers.com as a way to serve his fellow brothers and sisters in arms. An avid gamer, Matthew works tirelessly to reach out to others who use gaming as a way to cope with stress and manage chronic pain.]

Power to The People - Fansites
Date/Time: Friday, October 19th, 5:00 PM - 6:00 PM
Location: Palace 2
Join representatives from three very different and well-respected fan ventures, DCUO Unlimited, Fanra's EverQuest Wiki and EQII Wire. They'll discuss how they got into running fansites, how they relate to SOE staff and their fellow fans and how they gather information from many sources to form the basis of their offerings. What do they get out of it? This panel is a must for anyone who is interested in running a site, or for those curious as to the how any why! [Apple, Batman expert and founder of DCUO-Unlimited. Sean, a Booster Gold fan and contributor to DCUO-Unlimited since 2009. Fanra, of Fanra's EverQuest Wiki. Morgan Feldon, EQ2Wire and EQ2U.

Guilds and Leagues - Managing Your "A" Game!
Date/Time: Saturday, October 20th, 10:00 AM - 11:00 AM
Location: Palace 3/4/5
Leading and maintaining a guild in the modern game world is a challenge. We'll examine the patterns or recruitment and attrition that guilds naturally undergo over time, and how to combat membership flux. Raiding in a guild can seem like hard work and players may feel they are lost in the crowd. How can guild and raid leaders help everyone reach the top of their game? [Matthew Bannerman, an end-game raider and founder of the casual guild "Feral Fury in EQ, partnering with the Tunare Public raid force. Rob Miles, DCUO veteran on both PC (Deputy for SynCity) and PS3 (Leader of the ICOD League). Bill Ekern, a die-hard gamer and full-time businessman who finds time to game while taking care of his aspiring 9-year-old daughter. There are few games Bill has not played, and his business acumen allows him to serve as the perfect strategic foil and chief deputy of ICOD on DCUO PS3).]

Taking it LIVE! Podcasting/Webcasting
Date/Time: Saturday, October 20th, 10:00 AM - 11:00 AM
Location: Palace 1
Join the veterans for a lively discussion on industry podcast and webcasts. If you've ever wanted to try this yourself, we're full of useful suggestions! (Dellmon DragonHammer, EQ2Talk, Paul "Phil Osyfee" Gonzales, TheDCUOShow, Aimee Rekoske, SOE Community Project Manager: Donna Prior, SOE Social Media Specialist; more to come!)

Don't Tell Your Story, Show It!
Date/Time: Saturday, October 20th, 1:00 PM - 2:00 PM
Location: Palace 1
Ever wonder how the really good books suck a reader in and hold their attention page after page. It's not the characters, nor the plot of the book. It is the way in which the author writes that separates their story from the pack. Join award-winning author Maxwell Alexander Drake as he presents his class "Don't Tell Your Story, Show It!" During this class, you will gain insight into how to put your story together in a compelling way that will have your readers turning page after page to see what happens next. There is a class handout for this that will not be provided on site: please visit http://www.maxwellalexanderdrake.com/pages/MADWriting.html, print out the handout and bring it with you if you want!

EverQuest - A Player Perspective
Date/Time: Saturday, October 20th, 3:00 PM - 4:00 PM
Location: Palace 3/4/5
Knowledgeable veterans of EverQuest discuss the game, the community and answer your questions! We'll explore the game from the point of view of dedicated players, discussing classes, game mechanics, lore, guilds, raids and anything else you care to bring up! Devs are welcome to attend and ask questions! [Michael "Beimeith" Huggins, EQ player since 2004, and obsessed with learning about the inner workings of the game. Luigi "Qulas" Liguori, long-time denizen of the Druzzil Ro server Leader of Realms of Insanity. Tamara "Mykaylla" Custance, renowned cleric and scholar of Norrathian history.]

Trials & Triumphs - Why Join the SOE Guide Program?
Date/Time: Saturday, October 20th, 3:00 PM - 4:00 PM
Location: Palace 2
Have you always wondered what it would be like to be a Guide? What do they do? Do they get any special powers? Why do people volunteer year after year to be Guides? Bring all of your questions and learn more directly from the Guides themselves! Don't be shy, they don't bite...much.

The Role of Crafters
Date/Time: Saturday, October 20th, 4:00 PM - 5:00 PM
Location: Palace 1
In a panel relevant to all SOE games, crafters band together to discuss how they view the gameplay experience in a genre where adventuring and battle are the main focus. What role do crafters play in the social and economic spheres within our games? How have F2P and marketplaces affected crafting? [Join long time EQ, EQII and VG crafter Steve Boulter, and the irrepressible Niami Denmother of EQ/EQII Trader's Corner for what is sure to be an interesting discussion!]

Bugtesting for Players
Date/Time: Saturday, October 20th, 5:00 PM - 6:00 PM
Location: Palace 2
Bugs really bug players and developers. how can players help to do something about them? Many players have never done QA

testing and are unfamiliar with how these issues are handled internally. In this panel, we'll discuss the best way to locate, test, confirm and report bugs, as well as touching on the subjects of exploits and proper etiquette. [Join PlanetSide veteran Reese "Neurotoxin" Holland and members of our SOE QA team to explore the bugtastical landscape.]

Pox Nora

Six Years of Strat - PoxNora

Date/Time: Saturday, October 20th, 11:00 AM - 12:00 PM
Location: Palace 1
We'll highlight the strategy title Pox Nora, and discuss what it's like working on this complex game, now entering its 6th year. Focus will be on design process for a mature game and the challenges the Dev team faces. Q&A will follow! Attendees may win a 16x12 color glossy print of PoxNora art! (Luke Bultman, Derek Chin)

Star Wars®: Clone Wars Adventures™

How to Make a Video Game

Date / Time: Friday, October 19th, 10:00 AM - 11:00 AM
Location: Palace 1
Ever had an idea that you thought could make for a great video game? Find out how we did it at SOE, as our devs take you through an exciting, step-by-step talk on how they created Star Wars®: Clone Wars Adventures™! Get a chance to share your ideas with the development team and learn how you can bring your game development dreams to life! We'll have giveaways for attendees! (Todd Carson, Senior Producer; Mitch Evans)

Kids' Zone

Date/Time: Saturday, October 20th, 8:30 AM - 4:00 PM
Location: Grand Ballroom
NEW THIS YEAR! Free Realms and Star Wars® Clone Wars Adventures Kids Zone! Family-friendly and kid-approved activities, like the Free Realms Art Workshop, the Star Wars Clone Wars Adventures activities, including a kids' live quest, tasty treats, fun videos, prizes, goody bags and themed pictures to take home!

What's Next for Star Wars: Clone Wars Adventures!

Date/Time: Saturday, October 20th, 4:00 PM - 5:00 PM
Location: Palace 2
Get the inside scoop from our Devs on what's to come in Star Wars: Clone Wars Adventures. The team will discuss how fans of the TV series can extend their adventures online. This is also your chance to gain first-hand understanding of that it's like to develop a game that is closely tied to a TV series. We'll have giveaways for attendees! (Todd Carson, Senior Producer; Mitch Evans; Rod Haza; Justin Dazet)

Vanguard: Saga of Heroes™

Vanguard - Meet the Devs!

Date/Time: Friday, October 19th, 11:00 AM - 12:00 PM
Location: Palace 2
Meet the Vanguard Development Team as they give an overview of the current state of the game and share exciting details about what's planned for the future! (Harvey Burgess, Producer; Salim Grant; Todd Schmidt; Steve Danuser)

The Future of Vanguard!

Date/Time: Saturday, October 20th, 2:00 PM - 3:00 PM
Location: Palace 2
Bring forth your hopes and dreams for Vanguard: Saga of Heroes, and discuss them with the Dev Team! The game is in active development, and the team wants to talk to you about where it's headed! (Harvey Burgess, Producer; Salim Grant; Todd Schmidt; Steve Danuser)

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DINING AT BALLY'S

Bally's Steakhouse

Reservations: (702) 862-5138 • Cuisine: Steakhouse • Hours: 5:30 PM - 10:30 PM, Daily • Cost: $$$ • Location: Casino Level

Decorated to resemble a New England-style hunt club, this steakhouse is among the oldest on the Strip! Nationally recognized chefs create favorites like slow-roasted aged prime rib, bone-in sirloin steak and Chilean sea bass nightly, meaning the most difficult moment of your meal will be deciding which dish to order.

Sbarro

Reservations: (702) 739-4111 • Cuisine: Italian • Hours: 10 AM - 10 PM, Sunday - Thursday; 10 AM - 11 PM, Friday - Saturday • Cost: $ • Location: Mall Level

Pick up a slice of pizza (thin or stuffed crust), or your favorite Italian dish, at this restaurant where fast doesn't come at the expense of flavor. Located adjacent to Bally's Race and Sports Book, you can follow the day's sports action while dining in Sbarro's spacious seating area.

Ichiban Sushi

Reservations: (702) 739-4111 • Cuisine: Asian • Hours: 11 AM - 10:30 PM, Sunday - Thursday; 11 AM - 11 PM, Friday - Saturday • Cost: $$ • Location: Mall Level

Traditional table seating provides access to the sushi menu as well as selections of popular Japanese dishes, including Soba and Udon noodles. Beer and sake have been imported from Asia to highlight the flavor of each dish and round out your cultural dining experience.

Java Coast

Reservations: (702) 739-4111 • Cuisine: Casual / Café • Hours: 24 Hours, Daily • Cost: $ • Location: Casino Level

Offering all the selections of a traditional coffee house, drips and decafs, lattes and blendeds, this perky place also caters to the non-caffeinated among us, serving a full line of juices, soft drinks and fruit smoothies. Assorted baked goods are made fresh daily.

Nosh

Reservations: (702) 739-4111 • Cuisine: Snack Bar • Hours: 7 AM - 1 AM, Daily • Cost: $ • Location: Casino Level, South Tower

Try our selection of bagel and croissant breakfast sandwiches or a breakfast pastry and coffee to sweeten your morning. We offer a great selection of made-to-order specialty sandwiches, Nathan's famous hot dogs, gourmet chips, salads and freshly made desserts.

Sidewalk Café

Reservations: (702) 862-5138 • Cuisine: American (Traditional) • Hours: 6 AM - 2 PM, Daily • Cost: $ • Location: Casino Level

American favorites are available around-the-clock at this relaxed diner. Stop in for a tuna melt, some sirloin steak or a simple slice of pie with a fresh cup of coffee. Plus, breakfast is available day and night.

Sterling Brunch

Reservations: (702) 862-5138 • Cuisine: Steakhouse • Hours: 9:30 AM - 2:30 PM, Sundays • Cost: $$$$ • Location: Casino Level
Please contact 702-967-7777 with general questions.

Delight in the finest brunch in Las Vegas, 25 years running. Start your Sunday with this exquisite brunch served in the rarefied setting of Bally's Steakhouse; voted Best Brunch by the Review Journal. Champagne, Sturgeon caviar and lobster mingle with freshly prepared sushi, omelets and beef tenderloin at our weekend classic that guarantees a diverse dining experience. Tempting desserts and time-appropriate drinks (mimosas, anyone?) round out the selections. If only all Sunday meals could taste this good. Last reservation at 1:30 PM.

DINING AT BALLY'S

SEA: The Thai Experience

Reservations: (702) 967-3888 • Cuisine: Thai • Hours: 11 AM - 2 AM, Daily • Cost: $$ • Location: ???

SEA: The Thai Experience joins the culinary lineup at Bally's Las Vegas bringing its unique Thai fusion cuisine to the Strip. The restaurant is open for lunch, dinner and late-night bites.

The restaurant opened its first location in Brooklyn, N.Y. in 2002. The restaurant's sleek modern design made it a perfect backdrop for films such as "Garden State" and "Sex and the City." Now making its way to the Las Vegas Strip, SEA at Bally's Las Vegas offers guests a fresh, exotic destination to experience the flavorful taste of Thai food and the aroma of Asian spices as they enjoy the ambiance of the Bangkok-inspired modern design.

Steakhouse Bar

Cuisine: Steakhouse • Hours: 5PM - 11 PM, Daily / 5:30 PM - 10:30 PM , Food Offerings Nightly • Cost: $$

Join us and tell your guests!

- Speciality Cocktails
- Large Selections of Wine By the Glass
- Amazing Appetizers 5:30 PM - 10:30 PM

Tequila Bar & Grill

Reservations: Not required • Cuisine: Mexican • Hours: 11:00 AM - 6 AM, Kitchen Daily / 10 AM - 6 AM, Bar Daily • Cost: $ • Location: Casino Level

Located next to the Sidewalk Cafe', Tequila Bar and Grill offers a wide variety of Mexican food. Try one of our 60 different types of Tequilas or enjoy a limitless number of signature margaritas, frozen daiquiris, or Mexican beers. Our menu is great for snacking and sharing, as you enjoy food items from tacos and quesadillas to tender smoked dry rubbed baby back ribs.

Enjoy the Latin music. Enjoy the fun. Bring your friends and meet new ones in our Mexican Holiday Everyday Atmosphere. Must be 21yrs or older to purchase alcoholic beverages.

Blue Pool Cafe

Reservations: (702) 739-4111 • Cuisine: American (Traditional) • Hours: 11:00 PM - 6 PM, Daily • Cost: $ • Location: Adjacent to Bally's Pool

Refuel the body after a long day of swimming at this poolside Cafe that specializes in short-order snacks. Hamburgers, hot dogs, and deli sandwiches are all made to order, while chips, cookies, and light bites are available for those who simply want to nibble as they soak in the sun.

Full beverage service is offered to keep you hydrated and refreshed.

Cost Guide:

$ = ***$5 - $15*** average entrée price
$$ = ***$15 - $25*** average entrée price
$$$ = ***$25 - $40*** average entrée price
$$$$ = ***$40+*** average entrée price

THINGS TO DO AT BALLY'S

Sully's

Located near the cross-over to Paris Las Vegas and few strides beyond our hotel check-in, Sully's Bar has been welcoming visitors to Bally's for years.

Features:

- Full-service bar
- Extended draught-beer selection
- Video-gaming machines with 5 modes of play
- Additional table seating available

Indigo Lounge

Featuring live piano music, top-shelf premium liquors and a refined setting, the Indigo Lounge caters to Bally's guests who enjoy the good life. Set apart from the casino floor, Indigo Lounge is an escape to the glamorous gaming days of old.

Features:

- Elegant setting
- Live music
- Premium cocktails and liquor

Tequila Bar & Grille

Hours: Open Daily 10 AM - 6 AM • Location: Casino Level

The Tequila Bar and Grille is an exciting Mexican sidewalk cantina serving a variety of tequilas, margaritas and specialty drinks, along with a full menu featuring items including traditional Mexican fare and American favorites.

Evening Call

Hours: Open Daily 10:30am to 1:30am (or later) • Location: inside of Bally's Hotel & Casino, at the end of the Paris Walkway where the Bally's Casino floor starts, near the water fountain and just across the hall, down the stairs from the Burger Brasserie.

Evening Call is a new exotic frozen beverage bar on the Las Vegas Strip, delivering a unique premium drinking experience while striving to drive innovation and perfection through flavor selection and superior service. Pairing delicious drink creations alongside the select Vegas lifestyle, Evening Call is taking beverages to a whole new level.

Spa at Bally's

Reservations: (702) 967-4366 • Hours: 6 AM - 6 PM, Daily

Features:

- 18 Treatment rooms
- Size of Spa: 13,106 Square feet
- Men's & women's spas
- Professional relaxation services available
- Multiple hot tubs
- Wet & dry saunas
- Eucalyptus steam rooms
- Weight room
- Cardiovascular equipment.

The Spa at Bally's is as capable of working the body as it is relaxing it. Housing a full-featured fitness center, The Spa offers both free and mechanical weights, as well as a selection of cardiovascular equipment including treadmills and cutting-edge elliptical machines.

THINGS TO DO AT BALLY'S

Bally's Pool

The heated swimming area ensures that the water is always refreshing. Private cabanas are available for guests who prefer a space of their own, complete with a TV, refrigerator, telephone and many other special features.

Cabana Information: Large groups may open up side by side Cabanas. Rentals are seven days a week, from 10 AM to 6 PM. Each accommodates a maximum of eight people and includes the following amenities:

- Misters
- Ceiling Fan
- Furnishings include: patio dining table with 4 chairs, 4 reclining lounge chairs
- Refrigerator stocked with [8] Bally's Waters
- Phone - unlimited local and 1-800 number access
- Local/Cable TV
- Complimentary Newspaper upon request
- 2 Complimentary Raft Rentals
- Complimentary Gift
- Pool Towels
- Cabana Host/Hostess and Food Server

**Prices vary, please call for availability and current price quote. Prices quoted do not include a 10% gratuity for cabana host which will be added on to the daily charge and processed on the final bill. Cocktails and Food Service are available. No outside alcohol beverage or glass containers permitted. Due to the limited number of Cabanas, placing a request is recommended and may be made as early as 2 months in advance. The hotel is not liable for requests that cannot be honored.*

Check Out Our Sponsors This Year!

SOE Live Marketplace

The Art of Michael C. Hayes - http://www.artofmike.com/
Fantasy illustrations, portraits, and sketches for sale.

Cool Mini or Not - http://www.coolminiornot.com/
CMoN will be featuring demos and sales of Zombiecide and Super Dungeon Explore games.

Game Addict - http://gameaddictstore.com/
Game Addict is a game store serving the South West United States via gaming conventions and ebay. We sell board games, card games, role-playing games and various gaming paraphernalia.

Military Gamers (Community Table) – http://www.militarygamers.com/
Military Gamers engages in PTSD and veteran's benefits outreach for current and former US Military members using video games as a common interest.

BlackHeart Metals - http://www.blackheartmetals.com/
BlackHeart Metals creates beautiful hand-made silver jewelry and sculptures; fantasy and more. Located in Southern California where we have a small shop and our master craftsmen make all our products by hand.

Gwydhar Enterprises - http://www.gwydhar.com/
Original fantasy art and comics.

Larry Elmore - http://larryelmore.com/
Legendary EverQuest artist Larry Elmore is back again selling his beautiful art.

Offline T-Shirts - http://www.offlinetshirts.com/
Gaming and Geek Gifts & Apparel for the Other Side of the Keyboard.

Maxwell Alexander Drake - http://www.maxwellalexanderdrake.com/
Award winning novelist, graphic novelist, and playwright, selling Fantasy novels, sci-fi comics.

Mike S. Miller - http://underdogmike.deviantart.com/
Famed comic artist for DC Universe Online Legends.

Ryan Benjamin - http://www.ryanbenjamin.com/
Famed comic artist from a number of Batman titles, Suicide Squad and many more.

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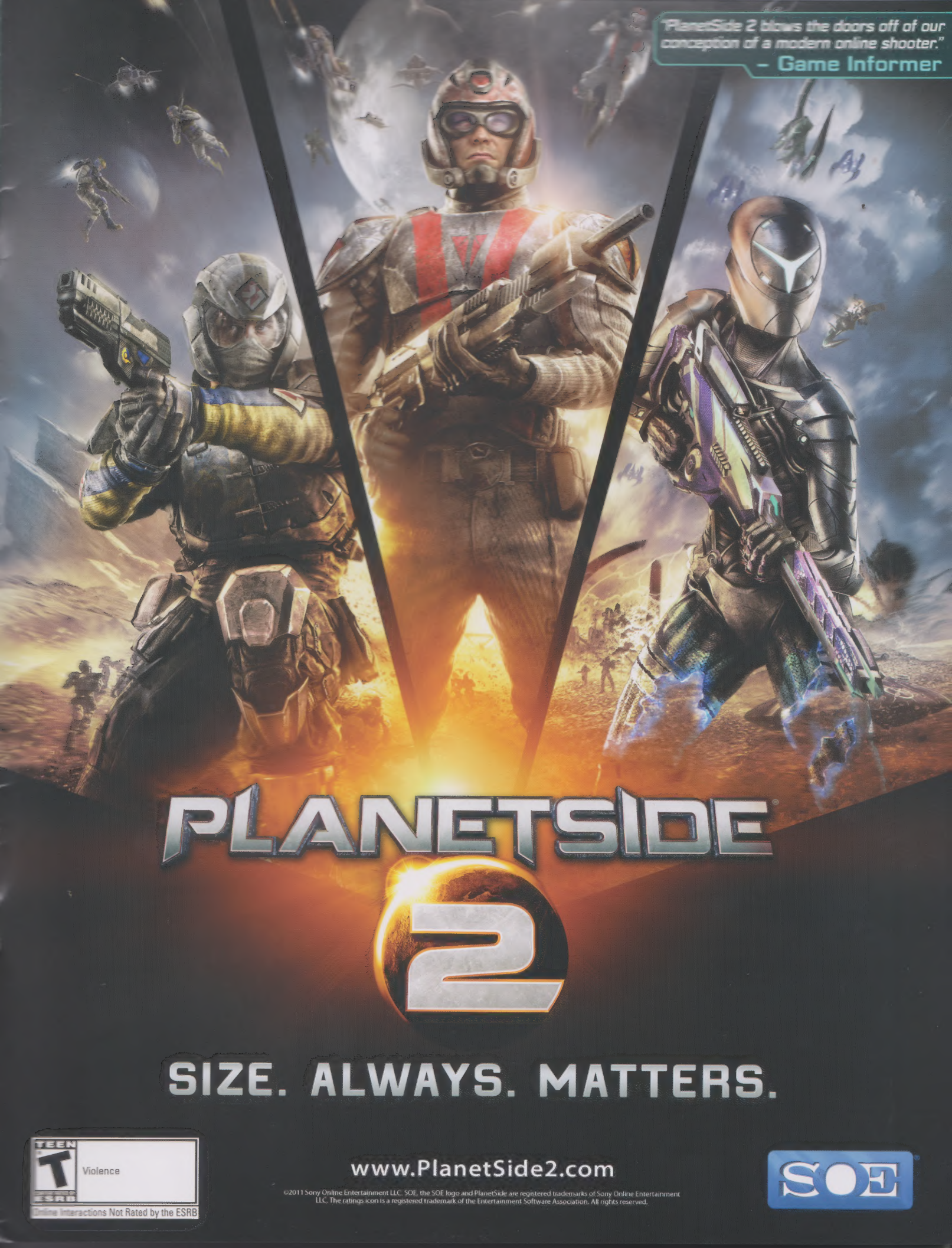

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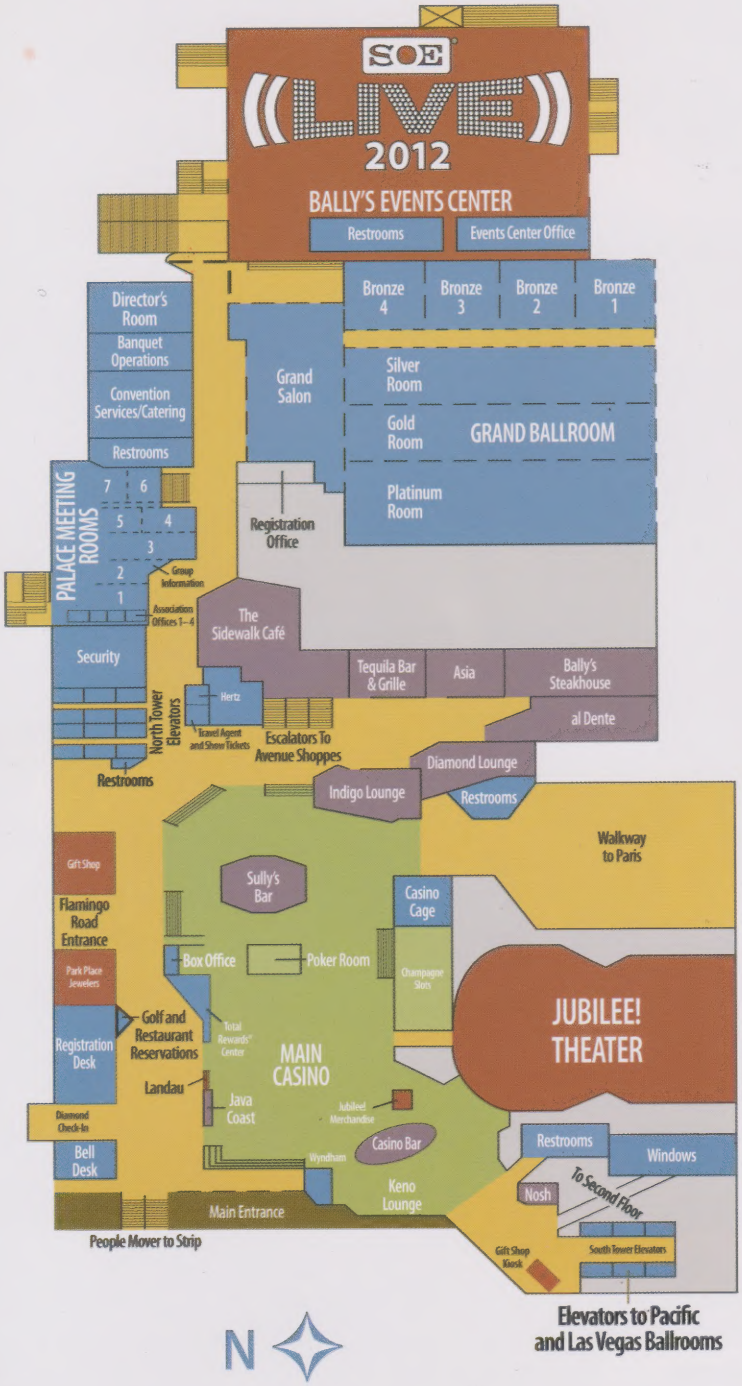
BALLY'S LAS VEGAS SITE MAP

North Tower – Casino Level



Bally's Avenue Shoppes

Shoppes

2 Bally's On The Avenue Gift Shop
3 Bally's Special Events Registration
4 Hollywood Previews
7 Alexander Kalifano
8 Bijoux Terner
9 We-R-Nuts
10 Leather Looks
11 Video Arcade
12 Regis Signature Salon
13 Splashes Poolside Shoppe
14 Race & Sports VIP Lounge
15 Xtreme Collectibles
16 Marshall Rousso
17 Satisfy My Sole
18 Kids Camp
19 Welcome to Las Vegas
20 Harley-Davidson
21 Le Grand Jewels
22 20enty

Casino/Gaming
Restaurants/Lounges
Retail/Entertainment
Hotel Services
Walkways

Kiosks

A Vitality Aqua Massage
B Corona Beer Merchandise
C Pearl Factory
D Alexander Kalifano
E Häagen-Dazs Ice Cream
F New York Pretzel

LAS VEGAS SOE® OCTOBER 18-21

((LIVE))

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